

DOING BUSINESS IN CAMBRIDGE



A RESOURCE GUIDE



A Message from the City Manager

The City of Cambridge engages in a wide range of community economic development activities designed to meet the City's need for a diversified and thriving economic base. Whether you are thinking about starting, expanding, or improving your business here in Cambridge, we have resources to help you succeed. We strive to provide the business community with accurate information and access to relevant programs and services. We hope you will find this guide an interesting and useful resource for doing business in Cambridge.

Robert W. Healy
City Manager

CAMBRIDGE AT A GLANCE



REAL ESTATE INFORMATION



BUSINESS DEVELOPMENT ASSISTANCE



WORKFORCE DEVELOPMENT ASSISTANCE



PERMITS AND LICENSES



RESOURCES AND CONTACTS



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City Government

City Management

Robert W. Healy, City Manager Richard C. Rossi, Deputy City Manager

City Council

Michael A. Sullivan, Mayor	Marjorie C. Decker, Vice Mayor	Henrietta Davis
Anthony D. Galluccio	David P. Maher	Brian Murphy
Kenneth E. Reeves	E. Denise Simmons	Timothy J. Toomey, Jr.

Community Development Department

Beth Rubenstein, Assistant City Manager for Community Development
Susan M. Glazer, Deputy Director for Community Development

Urban Area

- **Geographic Size:** 6.26 square miles
- **Land Use, 2003:** Residential (31.1%), Open Space/Water (19.3%), Transportation (18.8%), Institutional (14.7%), Commercial/Industrial/Mixed-Use (12.3%), Vacant (3.7%)
- **Number of Reservations, Parks, and Play Areas:** 78

Transportation Access

- **Public Transit:** 29 bus routes, 2 subway lines (Red & Green), 1 commuter rail station
- **Pedestrian/Bicycle Access:** Extensive network of pedestrian walkways & bikeways
- **Highways:** Served by 4 regional highways (Rtes. 2, 3, 16, 28) and easy connection to interstate highways 90 and 93
- **Airport:** 5 miles to Boston's Logan International Airport, which is easily accessed by public transportation, shuttle and taxi services, and automobile

Community Demographics

- **Population, 2000:** 101,355
- **Racial/Ethnic Diversity, 2000:** White (68.1%), Black (11.9%), Asian (11.9%), Other (8.1%), Hispanic (7.4%)
- **Income, 2000:** Median Family Income (\$59,423), Median Household Income (\$47,979)
- **Per Capita Income:** (\$31,156)
- **Educational Attainment, 2000:** High school diploma or equivalent (12.2%), Some college (12.2%), Bachelor's degree or higher (65.1%)

Business Climate

- **Municipal Credit Rating:** AAA ratings from three major credit rating agencies
- **Tax Rates, FY2005:** Residential -- \$7.78/thousand of assessed value, Commercial/Industrial/Personal Property -- \$18.28/thousand of assessed value

Institutional Resources

- **Higher Education:** Cambridge College, Harvard University, Lesley College, Massachusetts Institute of Technology
- **Research Centers:** Whitehead Institute, Smithsonian Astrophysical Observatory, Broad Institute (opening 2006), and many others
- **Hospitals:** Cambridge Hospital, Mt. Auburn Hospital, and easy access to Massachusetts General Hospital and Longwood Medical area

Top 25 Employers, 2004

Rank	Name	Business	Employees
1	Harvard University	Higher Ed	10,142
2	MIT	Higher Ed	7,114
3	City of Cambridge	Government	3,196
4	Cambridge Health Alliance	Medical	1,796
5	Mt. Auburn Hospital	Medical	1,790
6	Federal Government	Government	1,614
7	Biogen Idec	Biotech	1,597
8	Millennium Pharmaceuticals	Biotech	1,475
9	Genzyme Corporation	Biotech	1,100
10	Draper Laboratory	R&D	970
11	Wyeth Cambridge	Biotech	748
12	Quest Diagnostics	Clinical Tests	741
13	State Government	Government	620
14	Novartis	Biotech	593
15	Camp Dresser & McKee	Consulting	592
16	Akamai Technologies	IT	589
17	Lesley University	Higher Ed	541
18	Whole Foods	Supermarket	515
19	Shaws/Star Market	Supermarket	510
20	Whitehead Institute	R&D	500
21	Vertex Pharmaceuticals	Biotech	491
22	EF International	Travel	475
23	Grace Construction	Construction	424
24	Abt Associates	Consulting	415
25	Monitor Group	Consulting	413



Commercial Districts

Central Square: Traditionally Cambridge's downtown retail district, Central Square is the seat of city government and serves as an important transportation node with subway and bus links. The Square enjoys a vibrant atmosphere from its various ethnic restaurants, interesting shops, small offices, and diverse nightlife.

Fresh Pond/Huron Village: Located near regional roadways, Fresh Pond is a major shopping center serving West Cambridge residents, workers, and commuters. Stores and offices are adjacent to the Fresh Pond recreational area. Nearby, Huron Village has a cluster of neighborhood restaurants and specialty shops that serve the surrounding community.

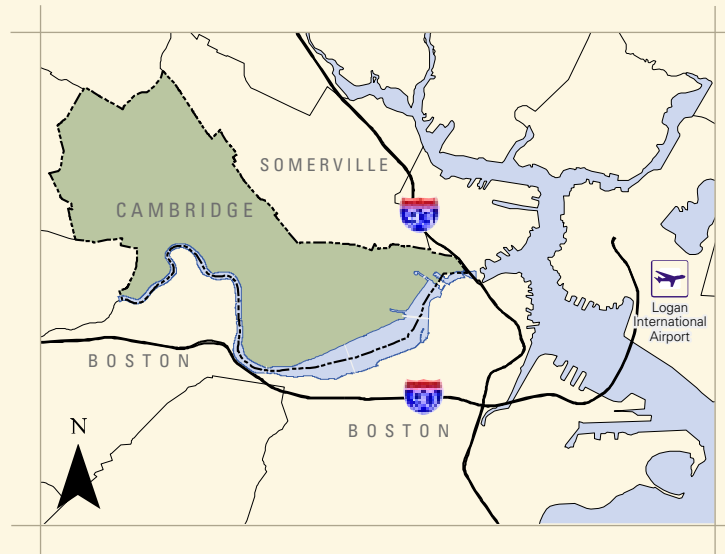


Harvard Square: Home to Harvard University, this square is an international destination, mixing history and learning with contemporary arts and entertainment. A unique blend of restaurants, shops, and cultural offerings draws residents, students, professionals, and visitors.

Inman Square/Cambridge Street: This district's mix of housing and ground floor retail uses gives it a strong neighborhood feel. Businesses here are primarily owner-operated and include a variety of restaurants, cafes, nightspots, and specialty stores.

Kendall Square: Home to MIT, this area is also one of the city's major development districts. Hotels, restaurants and shops serve the consumer needs of the university community and the area's cluster of life science and technology firms. A free shuttle service operates between the Kendall Square subway stop and the CambridgeSide Galleria Mall, where shoppers can enjoy a variety of stores and eateries.

Porter Square/North Mass. Ave: With links to the subway and commuter rail, Porter Square is both a local and regional shopping destination with a mix of large and small retail shops. Along Mass. Avenue, an assortment of distinctive independent stores serves adjacent residential neighborhoods.



- Commercial Districts
- Commercial Corridors
- Development Districts
- T MBTA Subway and Commuter Rail Stations



Development Districts

Concord/Alewife: Served by regional roadways and public transit, this area has significant development potential. A combination of older industrial buildings, modern office complexes, retail uses, and recently built housing paves the way for this area to transition into a vibrant mixed-use community.

Kendall Square/Cambridge Research Park/Technology Square: Adjacent to MIT, this is a national center for life science and technology activities. It is the location for established biotech firms as well as many emerging companies. Current development activity will provide space for additional R&D, new housing, hotel, retail, and performing arts activities.

Lower Cambridgeport: Formerly a factory district, this area is bordered by MIT and the Charles River and enjoys easy access to roadways leading to Boston. Older industrial buildings have seen conversions to corporate headquarters, biotech companies, and IT firms.

North Point: Permitted for more than 5.5 million square feet of new development over the next 20 years, this eastern Cambridge area promises to be a vital component of the city's future. Anticipated uses include 2.1 million square feet of commercial space, 2,700 units of new housing, and over 10 acres of parkland.

University Park: This 27-acre mixed-use development features 2.3 million square feet of office, research, commercial, and residential space. It includes 674 units of housing, 210 hotel rooms, 15,000 square feet of conference space, 3 acres of open space, and structured parking for 2,700 cars. This area is home to several pharmaceutical and health care firms.

Economic Development Services

Development Log: The City tracks large-scale residential and commercial development projects currently in the permitting or construction phases. The Log contains the name and location of each project, the developer, type of use, the amount of square footage, and contact information. Published quarterly.

Market Information: The City tracks information on current real estate trends, vacancy rates, and lease rates for commercial properties in Cambridge.

Site Search Assistance: The City maintains a list of available commercial properties and makes this information available free of charge. Assistance available to existing businesses and entrepreneurs seeking office, retail, industrial, or R&D space in Cambridge.

For site search assistance or any real estate questions, contact the Economic Development Division at 617-349-4654.



Commercial District Revitalization

Best Retail Practices: Provides interior design and marketing assistance to qualified Cambridge retailers. Includes free group workshop and individual in-store consultations. Business owners can also apply for matching grants that fund 80% of pre-approved store improvement or marketing costs, up to \$5,000 per business.

Façade, Signage, and Lighting Improvements: Provides technical and financial assistance to Cambridge businesses interested in improving their commercial storefronts. Property and business owners can apply for matching grants of up to \$35,000 for pre-approved façade improvements. Matching grants of up to \$3,500 are also available for pre-approved signage and lighting improvements.

Support to Business Associations: Independent business groups seeking to support local businesses and commercial districts can receive technical assistance for organizational development.

Business Strategy and Technical Assistance

One-on-One Counseling:

- Assistance available for writing business plans, preparing marketing and expansion proposals, doing feasibility analyses and site assessments, and obtaining referrals to sources of capital.

Educational Workshops:

- **Making your Money Work:** Financial literacy classes teach Cambridge residents how to establish budgets, reduce debt, repair credit, and set financial goals, such as planning for retirement, saving for college, purchasing a home, and developing a business.
- **Starting Your Own Business:** Workshops help new and aspiring Cambridge entrepreneurs understand the characteristics of successful businesses, relevant industry trends, and the steps necessary to develop winning business concepts.
- **Minding Your Own Business:** Workshops assist existing Cambridge businesses with business and marketing strategies, competitive analyses, brand promotion, and realistic budgeting.

Support for Women and Minority-Owned Businesses

SOWMBA Certification: The State Office of Minority and Women Business Assistance (SOMWBA) offers workshops in Cambridge to assist minority and women-owned businesses to become state-certified vendors, enhancing their ability to do business with state and local governments.

Cambridge Women and Minority-Owned Business Directory: This publication contains a list of women and minority-owned establishments in Cambridge and provides information on other small business support services.

For class and workshop schedules, contact the Economic Development Division, 617-349-4637.





Health Career Advancement Program

- Assists qualified Cambridge residents to complete the coursework required for nursing or radiology degree programs. Participants receive free tutoring, career coaching and free access to courses at Bunker Hill Community College in mathematics, english, biology, anatomy, and other health-related subjects.

For more information contact Cambridge Health Alliance at 617-665-2300 or visit their website at: http://www.challiance.org/career_opportunities/pro_devel.htm.

Just-A-Start Biomedical Career Program

- Free two-year certificate program provides academic and lab instruction to qualified Cambridge residents to prepare them for entry-level biotech jobs at local life science companies, universities, research institutions, clinical laboratories, and hospitals.

For more information contact Just-A-Start at 617-242-0526 ext.15 or visit their website at: <http://www.justastart.org/training.html>.



Cambridge Office of Workforce Development

Part of the Department of Human Service Programs, this office coordinates training and education to improve employment opportunities for Cambridge adults and youth. Examples include:

- **Cambridge Employment Program:** Free job matching service connecting residents and local businesses. Services include resume development, career counseling, and free internet access.
- **Bunker Hill Community College Cambridge Satellite:** Provides accessible and affordable evening classes at Cambridge Rindge and Latin High School.
- **Youth Employment Center:** Based in Cambridge Rindge and Latin High School, the center helps local youth find internships, jobs, and work study opportunities. Services include training in resume writing, interviewing, and other job-readiness skills.
- **Summer and Fall Youth Employment Programs:** Provides job placement and workforce readiness training for Cambridge youth.

For more information on these and other programs contact the Office of Workforce Development at 617-349-6234 or visit their website at: <http://www.cambridgema.gov/DHSP2lowd.cfm>



PERMITS AND LICENSES



City Clerk

City Hall, 795 Mass Avenue ■ 617-349-4260

- Business Certificates

Community Development Department

344 Broadway ■ 617-349-4600

- Development Consultation, Special Permits, Planning Board

Electrical Department

250 Fresh Pond Parkway ■ 617-349-4925

- Fire Alarm Connections, Utility Permits

Fire Department Headquarters

491 Broadway ■ 617-349-4698

- Flammable Materials, Heat Producing Devices, Tank Truck Permits
- Smoke Detector Compliance

Inspectional Services Department

831 Mass Avenue ■ 617-349-6100

- Building, Demolition, Disposal Permits
- Zoning Variances
- Plumbing, Wiring, Gas Permits
- Milk Licenses, Tobacco Sales, Food Handler Permits

License Commission

831 Mass Avenue ■ 617-349-6140

- All Alcohol-Related Permits
- Taxi/Limousine/Jitney Licenses
- Pole and Conduit Licenses
- Auctions, Antiques, Second-Hand Goods, Used-Car Dealers
- Peddler/Vendor Licenses
- Garage and Gasoline Licenses
- Carnival/Festival/Special One Day Licenses

Police Department

5 Western Avenue ■ 617-349-3214

- Police Details, Holiday Store Openings

Public Health

119 Windsor Street ■ 617-665-3800

- Massage Therapy Licenses
- Funeral-Related Permits

Public Works

147 Hampshire Street ■ 617-349-4833

- Sidewalk Obstruction Permits, News Rack Compliance Certificates
- Use of Parks and Public Areas

Traffic, Parking, and Transportation

344 Broadway ■ 617-349-4700

- Parking Permits
- Moving Van Permits
- Dumpster Permits

For a complete list of City permits and licenses, contact the Economic Development Division, 617-349-4637

RESOURCES AND CONTACTS



Economic Development Staff Contacts

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Rona Holmes ▪ *General Information, SOWMBA Certification, Publications*

rholmes@cambridgema.gov 617-349-4637

Elaine Madden ▪ *Best Retail Practices, Business Counseling, Educational Workshops*

emadden@cambridgema.gov 617-349-4618

Sarah Rahman ▪ *Site Search Assistance, Real Estate and Marketing Information*

srahman@cambridgema.gov 617-349-4654

Economic Development Publications

Cambridge Biotech: History in the Making ▪ Women and Minority Business Directory
Cambridge Economic Development Policy ▪ How to Do Business with the City of Cambridge
Development Log ▪ Guide to Cambridge Economic Development Programs
Step-by-Step Guides: ▪ Starting a New Business ▪ Building Permits
 ▪ Curb Cuts ▪ Fire Safety
 ▪ Historical Commission Certificates ▪ Holding a Special Event

Business Associations and Local Resources

Cambridge Arts Council ▪ www.cambridgema.gov/CAC ▪ 617-349-4380
Cambridge Chamber of Commerce ▪ www.cambridgechamber.org ▪ 617-876-4100
Cambridge Office of Tourism ▪ www.cambridge-usa.org ▪ 800-862-5678
Central Square Business Assoc. ▪ www.centralsquarecambridge.com ▪ 617-864-3211
Harvard Square Business Association ▪ www.harvardsquare.com ▪ 617-491-3434
Huron Village Business Association ▪ 617-491-2131
Inman Square Business Association ▪ www.inmansquare.com
Porter Square Neighbors Association ▪ www.geocities.com/porter_sq
Women in Business Connection ▪ www.wibconnection.org ▪ 617-661-9422

Resources for Women and Minority-Owned Businesses

Center for Women and Enterprise ▪ www.cweboston.org ▪ 617-536-0700
Child Care Resource Center, Inc. ▪ www.cccinc.org ▪ 617-547-1063
Concilio Hispano de Cambridge, Inc. ▪ www.conciliohispano.org ▪ 617-661-9406
State Office of Minority & Women Business Assistance ▪ www.state.ma.us/somwba ▪ 617-973-8692
The Center for New Words ▪ www.newwordsbooks.com ▪ 617-876-5310
US Minority Business Development Agency ▪ www.mbda.gov ▪ 888-324-1551
YWCA of Cambridge ▪ www.ywcacam.org ▪ 617-491-6050

State Agencies and Organizations

Commonwealth Corporation ▪ www.commcorp.org ▪ 617-727-8158
Massachusetts Alliance for Economic Development ▪ www.massecon.com ▪ 781-489-6262
Massachusetts Department of Business and Technology ▪ 617-788-3610
Massachusetts Development ▪ www.massdevelopment.com ▪ 800-445-8030
Massachusetts Export Center ▪ www.state.ma.us/export ▪ 617-973-8664
Massachusetts Office of Business Development ▪ www.state.ma.us/mobd
Massachusetts Office of Int'l Trade & Investment ▪ www.state.ma.us/moiti ▪ 617-973-8650
Massachusetts Technology Development Corporation ▪ www.mtdc.com ▪ 617-723-4920
Massport ▪ www.massport.com ▪ 617-428-2800

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Cambridge Office of Tourism ▪ www.cambridge-usa.org ▪ 800-862-5678
Central Square Business Assoc. ▪ www.centralsquarecambridge.com ▪ 617-864-3211
Harvard Square Business Association ▪ www.harvardsquare.com ▪ 617-491-3434
Huron Village Business Association ▪ 617-491-2131
Inman Square Business Association ▪ www.inmansquare.com
Porter Square Neighbors Association ▪ www.geocities.com/porter_sq
Women in Business Connection ▪ www.wibconnection.org ▪ 617-661-9422